

FTF Statewide Initiative Helpline Data Summary Reporting Period: July 1 to September 30, 2010

National studies suggest that more than half of American parents of young children do not receive guidance about important early childhood developmental issues, and want more information on how to help their child learn, behave appropriately, and be ready for school. Many of the neediest families, including low-income and ethnic minorities are even less likely to receive appropriate information. Many parents need more information on how to parent. A 2007 Valley of the Sun United Way survey of parents (n =250) across Maricopa County showed that almost half of parents surveyed (40%) indicated they could use “a lot more” education about early childhood issues, with only 20% responding that they only wanted a little more information.

In response, the Birth to Five Helpline has been created to coordinate and integrate with existing education and information systems to expand families’ access to high quality, diverse and relevant information and resources to support their child’s optimal development.

Unlike some other telephone information services, the Helpline is staffed with early childhood development specialists, registered nurses, disabilities specialists, early literacy specialists, and mental health counselors. The Helpline collaborates with other resources such as the “Fussy Baby” line that helps callers with strategies to comfort seemingly inconsolable babies and “Child Care Resource and Referral” that helps connect callers to regulated child care options in their area and others.

The 2008 First Things First Family and Community Survey provided baseline measurement of parents’ understanding of child development. The survey also provided information about parents’ perceptions of access to and quality of services available to young children and families.

- 1/5 of Arizona parents need support understanding early development and how to support their child’s optimal development.
- Almost 2/3 of parents are dissatisfied with the coordination of early childhood services in Arizona
- More than 1/3 of parents are dissatisfied with the information and resources available, with 70% of parents of children with health issues expressing dissatisfaction with available information and resources

Results from this survey make it clear that Arizona parents are concerned with their child’s growth and development. The Birth to Five Helpline provides accurate parenting information and referrals about child development and parenting that can help parents improve their ability to support their children’s optimal development.

Statewide Summary

Overview:

- There were **541** calls from **20** Regional Partnership Council areas.
- **369** were new calls.
- **172** were repeat calls.
- Of the new calls, **508** were from parents or caregivers of children from Birth through five years of age.
- **306** of new callers were referred for follow-up services.

Summary of Birth to Five Helpline Calls	July to Sept, 2010
New Calls	369
New Calls: Parent, caregiver, or family with children 0-5	508
New Calls: Other callers	33
Repeat Calls	172
Callers referred for follow-up or service	306
Callers reporting receiving appropriate follow-up or service	282

Types of questions¹:

- **42%** of calls included a question in the category of *fussy baby/infant*
- **30%** of calls included a question in the category of *behavior*
- **52%** of calls included a question in the category of *child development*
- **5%** of calls included a question in the category of *divorce*
- **17%** of calls included a question in the category of *feeding*
- **48%** of calls included a question in the category of *health/safety*
- **14%** of calls included a question in the category of *mental health*
- **7%** of calls included a question in the category of *parent-partner*
- **3%** of calls included a question in the category of *resource*
- **11%** of calls included a question in the category of *sleep*
- **11%** of calls included a question in the category of *all other*

Number of Questions by Category ¹	July to Sept 2010	Missing Zip Code ²
Fussy Baby/ Infant	230	20
Behavior	161	24
Child Development	284	23
Divorce	28	0
Feeding	93	10
Health/ Safety	264	27
Mental Health	78	2
Parent-Partner	40	9
Resource	17	1
Sleep	60	0
All Other	57	2

¹ Callers often asked questions regarding multiple categories in one call.

² Some callers do not provide zip codes or zip codes are invalid and therefore cannot be assigned to an RPC.

Central East:

Number of Calls

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Cochise	Gila	Graham/ Greenlee	Pinal	San Carlos Apache
<i>New Calls</i>	3	1	³ .	13	1
<i>Repeat Calls</i>	1	0	.	5	0
<i>New calls from parent, caregiver, or family with children 0-5</i>	4	1	.	17	1
<i>New calls from other callers</i>	0	0	.	1	0
<i>Callers referred for follow-up or service</i>	0	0	.	9	0
<i>Callers reporting receiving appropriate follow-up or service</i>	0	0	.	8	0

Number of Questions by Category

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Cochise	Gila	Graham/ Greenlee	Pinal	San Carlos Apache
<i>Fussy Baby/ Infant</i>	5	0	.	4	0
<i>Behavior</i>	0	0	.	6	0
<i>Child Development</i>	1	0	.	4	0
<i>Divorce</i>	0	0	.	1	0
<i>Feeding</i>	1	0	.	3	0
<i>Health/ Safety</i>	3	0	.	7	1
<i>Mental Health</i>	2	0	.	5	0
<i>Parent-Partner</i>	0	0	.	0	0
<i>Resource</i>	0	0	.	1	0
<i>Sleep</i>	0	0	.	3	0
<i>All Other</i>	0	0	.	1	0

³ ‘.’ Denotes no data are available.

Maricopa:

Number of Calls

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council					
	Central Maricopa	Northeast Maricopa	Northwest Maricopa	Salt River Pima Maricopa Indian Community	Southeast Maricopa	Southwest Maricopa
<i>New Calls</i>	25	9	42	.	31	22
<i>Repeat Calls</i>	17	9	30	.	24	14
<i>New calls from parent, caregiver, or family with children 0-5</i>	39	16	69	.	55	34
<i>New calls from other callers</i>	3	2	3	.	0	2
<i>Callers referred for follow up or service</i>	29	14	36	.	17	39
<i>Callers reporting receiving appropriate follow up or service</i>	28	10	33	.	16	34

Number of Questions by Category

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council					
	Central Maricopa	Northeast Maricopa	Northwest Maricopa	Salt River Pima Maricopa Indian Community	Southeast Maricopa	Southwest Maricopa
<i>Fussy Baby/ Infant</i>	17	10	37	.	30	16
<i>Behavior</i>	9	2	21	.	10	10
<i>Child Development</i>	26	10	35	.	30	23
<i>Divorce</i>	1	1	6	.	5	0
<i>Feeding</i>	5	6	19	.	11	7
<i>Health/ Safety</i>	18	5	39	.	27	14
<i>Mental Health</i>	2	2	11	.	9	4
<i>Parent-Partner</i>	6	4	2	.	0	3
<i>Resource</i>	2	2	4	.	0	0
<i>Sleep</i>	7	2	3	.	10	7
<i>All Other</i>	6	1	7	.	5	1

Northeast:

Number of Calls

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council			
	Coconino	Navajo Nation	Navajo/ Apache	White Mountain Apache
<i>New Calls</i>	1	.	1	.
<i>Repeat Calls</i>	0	.	0	.
<i>New calls from parent, caregiver, or family with children 0-5</i>	1	.	1	.
<i>New calls from other callers</i>	0	.	0	.
<i>Callers referred for follow up or service</i>	0	.	0	.
<i>Callers reporting receiving appropriate follow up or service</i>	0	.	0	.

Number of Questions by Category

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council			
	Coconino	Navajo Nation	Navajo/ Apache	White Mountain Apache
<i>Fussy Baby/ Infant</i>	0	.	1	.
<i>Behavior</i>	1	.	0	.
<i>Child Development</i>	0	.	0	.
<i>Divorce</i>	0	.	0	.
<i>Feeding</i>	0	.	0	.
<i>Health/ Safety</i>	0	.	0	.
<i>Mental Health</i>	0	.	0	.
<i>Parent-Partner</i>	0	.	0	.
<i>Resource</i>	0	.	0	.
<i>Sleep</i>	0	.	0	.
<i>All Other</i>	0	.	1	.

Phoenix/Yavapai:

Number of Calls

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Central Phoenix	North Phoenix	Gila River Indian Community	South Phoenix	Yavapai
<i>New Calls</i>	54	58	.	34	3
<i>Repeat Calls</i>	7	22	.	25	1
<i>New calls from parent, caregiver, or family with children 0-5</i>	53	77	.	54	4
<i>New calls from other callers</i>	8	3	.	5	0
<i>Callers referred for follow up or service</i>	31	43	.	54	0
<i>Callers reporting receiving appropriate follow up or service</i>	28	40	.	53	0

Number of Questions by Category

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Central Phoenix	North Phoenix	Gila River Indian Community	South Phoenix	Yavapai
<i>Fussy Baby/ Infant</i>	24	38	.	19	0
<i>Behavior</i>	32	18	.	24	1
<i>Child Development</i>	43	50	.	27	1
<i>Divorce</i>	10	0	.	3	0
<i>Feeding</i>	7	13	.	8	1
<i>Health/ Safety</i>	24	70	.	13	2
<i>Mental Health</i>	13	7	.	18	0
<i>Parent-Partner</i>	6	4	.	3	0
<i>Resource</i>	1	3	.	2	0
<i>Sleep</i>	5	11	.	7	0
<i>All Other</i>	12	12	.	5	0

Southeast:

Number of Calls

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Central Pima	North Pima	Pascua Yaqui	Santa Cruz	South Pima
<i>New Calls</i>	13	3	.	.	1
<i>Repeat Calls</i>	3	1	.	.	2
<i>New calls from parent, caregiver, or family with children 0-5</i>	15	3	.	.	3
<i>New calls from other callers</i>	1	1	.	.	0
<i>Callers referred for follow up or service</i>	6	2	.	.	1
<i>Callers reporting receiving appropriate follow up or service</i>	6	2	.	.	1

Number of Questions by Category

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Central Pima	North Pima	Pascua Yaqui	Santa Cruz	South Pima
<i>Fussy Baby/ Infant</i>	5	0	.	.	0
<i>Behavior</i>	3	0	.	.	0
<i>Child Development</i>	5	1	.	.	0
<i>Divorce</i>	0	0	.	.	0
<i>Feeding</i>	1	1	.	.	0
<i>Health/ Safety</i>	6	1	.	.	2
<i>Mental Health</i>	2	0	.	.	0
<i>Parent-Partner</i>	2	1	.	.	0
<i>Resource</i>	0	1	.	.	0
<i>Sleep</i>	1	2	.	.	0
<i>All Other</i>	3	1	.	.	0

West:**Number of Calls**

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Cocopah Tribe	Colorado River Indian Tribes	Hualapai Indian Tribe	La Paz/ Mohave	Yuma
<i>New Calls</i>	.	.	.	4	1
<i>Repeat Calls</i>	.	.	.	2	0
<i>New calls from parent, caregiver, or family with children 0-5</i>	.	.	.	6	1
<i>New calls from other callers</i>	.	.	.	0	0
<i>Callers referred for follow up or service</i>	.	.	.	2	2
<i>Callers reporting receiving appropriate follow up or service</i>	.	.	.	1	2

Number of Questions by Category

Birth to Five Helpline FTF-STATE-10-0003-03-Y2	Regional Partnership Council				
	Cocopah Tribe	Colorado River Indian Tribes	Hualapai Indian Tribe	La Paz/ Mohave	Yuma
<i>Fussy Baby/ Infant</i>	.	.	.	2	1
<i>Behavior</i>	.	.	.	0	0
<i>Child Development</i>	.	.	.	3	1
<i>Divorce</i>	.	.	.	1	0
<i>Feeding</i>	.	.	.	0	0
<i>Health/ Safety</i>	.	.	.	4	0
<i>Mental Health</i>	.	.	.	1	0
<i>Parent-Partner</i>	.	.	.	0	0
<i>Resource</i>	.	.	.	0	0
<i>Sleep</i>	.	.	.	1	1
<i>All Other</i>	.	.	.	0	0